WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

MESSAGE & MEDIA - 19123
ATTN: LEAH CASTERLIN
100 ALBANY STREET
NEW BRUNSWICK NJ 08901

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403889	10-26-2012		0	MENENDEZ FOR SENATE, INC	BOB MENENDEZ FOR US SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
	247434	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)	N	247434

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total $
1	**10-30-2012**	**11-02-2012**	**05:00AM - 06:00AM**	**MORNING NEWS 5A MO-FR (6948)**	**9**	**30**		**X**	**X**	**X**	**X**			**4**	**650**	**4**	**2,600.00**
2	**11-05-2012**	**11-05-2012**	**05:00AM - 06:00AM**	**MORNING NEWS 5A MO-FR (6948)**	**9**	**30**	**X**							**1**	**650**	**1**	**650.00**
3	**10-30-2012**	**11-02-2012**	**06:00AM - 07:00AM**	**MORNING NEWS 6A MO-FR (6949)**	**9**	**30**		**X**	**X**	**X**	**X**			**6**	**1,500**	**6**	**9,000.00**
4	**11-05-2012**	**11-05-2012**	**06:00AM - 07:00AM**	**MORNING NEWS 6A MO-FR (6949)**	**9**	**30**	**X**							**1**	**1,500**	**1**	**1,500.00**
5	**10-30-2012**	**11-02-2012**	**07:00AM - 09:00AM**	**MORNING NEWS GMA 7A MO-FR (6910)**	**9**	**30**		**X**	**X**	**X**	**X**			**6**	**1,500**	**6**	**9,000.00**
6	**11-05-2012**	**11-05-2012**	**07:00AM - 09:00AM**	**MORNING NEWS GMA 7A MO-FR (6910)**	**9**	**30**	**X**							**1**	**1,500**	**1**	**1,500.00**
7	**11-03-2012**	**11-03-2012**	**06:00AM - 08:00AM**	**WEEKEND NEWS 6-8A SA (6997)**	**9**	**30**						**X**		**1**	**500**	**1**	**500.00**
8	**11-03-2012**	**11-03-2012**	**08:00AM - 09:00AM**	**WEEKEND NWS GMA SA (7098)**	**8**	**30**						**X**		**1**	**1,400**	**1**	**1,400.00**
9	**11-04-2012**	**11-04-2012**	**07:00AM - 08:00AM**	**WEEKEND NWS 7-8A SU (7056)**	**8**	**30**							**X**	**1**	**600**	**1**	**600.00**
10	**11-04-2012**	**11-04-2012**	**08:00AM - 09:00AM**	**WEEKEND NWS GMA SU (7099)**	**8**	**30**							**X**	**1**	**1,400**	**1**	**1,400.00**
11	**11-04-2012**	**11-04-2012**	**09:00AM - 10:00AM**	**WEEKEND NWS 9-1030A SU (7057)**	**8**	**30**							**X**	**1**	**650**	**1**	**650.00**
12	**11-04-2012**	**11-04-2012**	**10:30AM - 11:30AM**	**WEEKEND NWS 1030-1130A SU THIS WEEK (705**	**9**	**30**							**X**	**1**	**4,000**	**1**	**4,000.00**
13	**11-04-2012**	**11-04-2012**	**10:00AM - 10:30AM**	**WEEKEND NEWS 6A-1P SU (7054)**	**9**	**30**							**X**	**1**	**500**	**1**	**500.00**
14	**11-04-2012**	**11-04-2012**	**12:00PM - 01:00PM**	**WEEKEND NWS 12-1P SU (7060)**	**9**	**30**							**X**	**1**	**500**	**1**	**500.00**
15	**11-04-2012**	**11-04-2012**	**06:00AM - 07:00AM**	**WEEKEND NWS 6-7A SU (7055)**	**9**	**30**							**X**	**1**	**400**	**1**	**400.00**

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Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
	247434	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)	N	247434

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total $
16	**11-04-2012**	**11-04-2012**	**12:00PM - 01:00PM**	**WEEKEND NWS 12-1P SU (7060)**	**9**	**30**							**X**	**1**	**500**	**1**	**500.00**
17	**10-30-2012**	**11-02-2012**	**09:00AM - 10:00AM**	**DAYTIME 9-10A WEEKKDAY (6912)**	**7**	**30**		**X**	**X**	**X**	**X**			**4**	**1,600**	**4**	**6,400.00**
18	**11-05-2012**	**11-05-2012**	**09:00AM - 10:00AM**	**DAYTIME 9-10A WEEKKDAY (6912)**	**7**	**30**	**X**							**1**	**1,600**	**1**	**1,600.00**
19	**10-30-2012**	**11-02-2012**	**11:00AM - 12:00PM**	**DAYTIME 11A-12P MO-FR (6914)**	**9**	**30**		**X**	**X**	**X**	**X**			**1**	**1,100**	**1**	**1,100.00**
20	**10-30-2012**	**11-02-2012**	**12:00PM - 12:30PM**	**DAYTIME NOON NEWS WEEKDAY (6950)**	**8**	**30**		**X**	**X**	**X**	**X**			**4**	**1,700**	**4**	**6,800.00**
21	**11-05-2012**	**11-05-2012**	**12:00PM - 12:30PM**	**DAYTIME NOON NEWS WEEKDAY (6950)**	**8**	**30**	**X**							**1**	**1,700**	**1**	**1,700.00**
22	**10-30-2012**	**11-02-2012**	**04:00PM - 05:00PM**	**EARLY NEWS 4P MO-FR (7239)**	**9**	**30**		**X**	**X**	**X**	**X**			**6**	**800**	**6**	**4,800.00**
23	**11-05-2012**	**11-05-2012**	**04:00PM - 05:00PM**	**EARLY NEWS 4P MO-FR (7239)**	**9**	**30**	**X**							**1**	**800**	**1**	**800.00**
24	**10-30-2012**	**11-02-2012**	**05:00PM - 06:00PM**	**EARLY NEWS 5P MO-FR (6988)**	**9**	**30**		**X**	**X**	**X**	**X**			**6**	**2,200**	**6**	**13,200.00**
25	**11-05-2012**	**11-05-2012**	**05:00PM - 06:00PM**	**EARLY NEWS 5P MO-FR (6988)**	**9**	**30**	**X**							**1**	**2,200**	**1**	**2,200.00**
26	**10-30-2012**	**11-02-2012**	**06:00PM - 06:30PM**	**EARLY NEWS 6P MO-FR (6989)**	**8**	**30**		**X**	**X**	**X**	**X**			**4**	**3,400**	**4**	**13,600.00**
27	**11-05-2012**	**11-05-2012**	**06:00PM - 06:30PM**	**EARLY NEWS 6P MO-FR (6989)**	**8**	**30**	**X**							**1**	**3,400**	**1**	**3,400.00**
28	**11-03-2012**	**11-04-2012**	**06:00PM - 07:30PM**	**WEEKEND NEWS SA-SU 6-730P (6990)**	**9**	**30**						**X**	**X**	**1**	**1,200**	**1**	**1,200.00**
29	**10-30-2012**	**11-02-2012**	**11:00PM - 11:35PM**	**LATE NEWS MO-SU (6969)**	**9**	**30**		**X**	**X**	**X**	**X**			**4**	**3,200**	**4**	**12,800.00**
30	**11-05-2012**	**11-05-2012**	**11:00PM - 11:35PM**	**LATE NEWS MO-SU (6969)**	**9**	**30**	**X**							**1**	**3,200**	**1**	**3,200.00**

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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total $
31	**11-05-2012**	**11-05-2012**	**10:00PM - 11:00PM**	**PRIME MO10 (7010)**	**9**	**30**	**X**							**1**	**6,500**	**1**	**6,500.00**
32	**11-05-2012**	**11-05-2012**	**08:00PM - 10:00PM**	**PRIME MO8 (7008)**	**9**	**30**	**X**							**1**	**10,000**	**1**	**10,000.00**
33	**10-30-2012**	**11-02-2012**	**07:00PM - 08:00PM**	**ACCESS WEEKDAY (6991)**	**8**	**30**		**X**	**X**	**X**	**X**			**3**	**3,600**	**3**	**10,800.00**

	Tot Spots	Total $
Contracted Gross Total:	70	134,800.00
Actual Gross Total:	70	134,800.00
Agency Commission:		20,220.00
Net Total:		114,580.00

Month/YR	Preempted	Made Good	Contract Total	Adjustments	Actual Total
Nov 12	**0.00**	**0.00**	**134,800.00**	**0.00**	**134,800.00**
TOTAL	**0.00**	**0.00**	**134,800.00**	**0.00**	**134,800.00**

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